REMARKS/ARGUMENTS

Claims 1-22 will be pending in this application after entry of the above amendments. Claims 1, 2, 7 and 8 have been amended. Claims 13-22 have been added. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration, reexamination, and an early indication of the pending claims 1-22 are respectfully requested.

The first four pages of Appendix A have been added to the specification starting on page 4 as Table I, and the remaining five pages of Appendix A have been added to the drawings as FIGS. 10-14. The reference to Appendix A in the section entitled "Brief Description of the Drawings" has been deleted, and in its place, a brief description of FIGS. 10-14 has been added. The reference to Appendix A on page 4 of the specification has been amended to refer to "Table I in conjunction with FIGS. 10-14." No new matter has been added. Entry of the amendments are respectfully requested.

The Examiner rejects claims 1-6 under 35 U.S.C. 101 because the claimed invention is directed to a non-statutory subject matter. Applicant has amended independent claim 1 so that it now recites a "computer-implemented method." Applicant submits that claims 1-6 are now directed to a statutory subject matter, and withdrawal of the rejection under 35 U.S.C. 101 is respectfully requested.

The Examiner rejects claims 1-12 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,991,735 (Gerace) in

view of U.S. Publication No. 2003/0171096 (Ilan). Applicant respectfully traverses this rejection.

Gerace discloses displaying advertisement to appropriately selected users based on their psychographic or behavioral profiles. (See, Abstract). Ilan discloses transmitting coupons in a broadcast advertisement. Ilan further discloses that a user can capture the transmitted coupon and utilize it for receiving a monetary savings or benefit. (See, par. 0011).

Neither Gerace nor Ilan, however, teach or suggest a computer-implemented method or a data processing system adapted for incentive advertising that comprises:

> "transmitting to the viewer a viewer reaction query associated with the selected advertising content;
> recording a viewer response to the viewer reaction query;
> storing in a data store a viewer identifier for the viewer in response to receipt of the viewer response;
> querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and
> selecting a particular viewer identifier from the stored viewer identifiers, wherein the particular viewer associated with the particular viewer identifier is awarded an incentive."

Accordingly, Applicant respectfully submits that claims 1 and 7 are now in condition for allowance.

Claims 2-6 and 8-12 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations contained therein.

Claims 13-22 are new in this application. Claims 13-22 are also in condition for allowance because they depend on an

allowable base claim, and for the additional limitations contained therein.

In view of the above amendments and remarks, Applicant respectfully requests an early indication of allowance of the now pending claims 1-22.

Respectfully submitted,
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